

USDA Invites You to Attend

Agricultural Outlook Forum 2002



**February 21-22
Arlington, VA**



Securing Global Markets

Sharpen Your Strategy for the Challenging Year Ahead

The U.S. Department of Agriculture invites you to attend the seventy-eighth Agricultural Outlook Forum. The meeting will be held once again at the Crystal Gateway Marriott Hotel in Arlington, Virginia, convenient to the Nation's Capital.

With a theme of "Securing World Markets," the Forum will help you to put next year's business outlook in focus. Forum speakers will take you behind the headlines on issues ranging from economic recovery, to bio-security, to changing farm policies.

Secretary of Agriculture Ann Veneman and other top officials will bring you up to date on farm policy and trade proposals being considered in Congress. Underscoring the opportunities ahead, focus sessions will look at the growth in middle-class consumers abroad and competitive strategies for horticultural and processed food exports.

Reassuring consumers about food safety and securing the food system has assumed new importance. A plenary panel will discuss the future of genetically engineered foods in world trade. Industry speakers and food safety experts are slated to take part in sessions on marketing identity-preserved crops, tracking product identity through the food chain and protecting livestock and crops from imported diseases and pests.

Rural innovators will be prominently featured in sessions on bio-energy, producer bargaining organizations and value-added marketing. A special session will report on a national survey of farm women and recognize of the vital role farm women play in creating rural prosperity.

Climate and agriculture will be the topic of sessions on seasonal climate forecasts, featuring scientists from Columbia University, and on agriculture's role in mitigating climate greenhouse gases.

Economist Lawrence Chimerine, speaking at the Forum dinner, will gauge prospects for economic recovery. USDA forecasters will team up with industry analysts for a close examination of 2002 farm, food-price and commodity prospects.

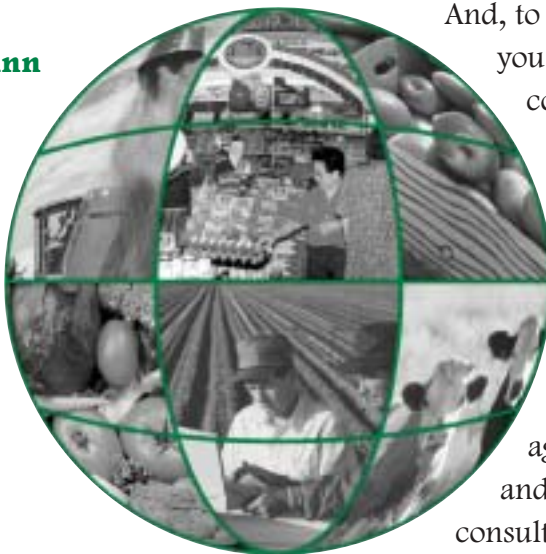
And, to stretch your planning horizon, you'll receive new USDA long-term commodity projections to 2011.

Social events throughout the meeting will provide ample time to network with other attendees at this popular event. The Forum attracts participants from the most respected firms and organizations in the world of agriculture, as well as government and university experts and consultants. A networking luncheon and a reception and dinner take place on

Thursday. On Friday, choose from five commodity luncheons.

Get news after the Forum by following directions on the back cover. Get speeches by e-mail (sign up before the meeting). Or download presentations over the Internet starting on March 1.

Journalists and electronic media are welcome to cover the Forum. The registration fee is waived for properly accredited journalists. A staffed and equipped press room will be available on site.



Ag Communicators and Media, see page 10.



Program Preview



WEDNESDAY, FEBRUARY 20, 2002

5:00 p.m.-8:30 p.m. Registration



THURSDAY, FEBRUARY 21

7:00-5:30 p.m. Registration

7:30-8:15 a.m. Continental Breakfast

8:30 a.m. Welcome

8:40-9:40 a.m. Market and Policy Prospects for 2002

9:40-10:15 a.m. Coffee Break

10:15-10:45 a.m. Keynote Address by the Secretary of Agriculture

10:45 a.m.-12:30 p.m. The Future of Agricultural Biotechnology in World Trade

12:30 p.m. Exhibit Hall Opens

12:30-1:45 p.m. Networking Luncheon

1:00-1:45 p.m. Food Price Briefing

1:45-3:30 p.m. Concurrent Sessions

- Farm Finance Outlook: Changing Farmer-Lender Relationships
- U.S. Farm Women: Leaders in Rural Prosperity
- Farm Policy Principles and Proposals
- Competing in Global Markets for Processed Products
- Agriculture's Role in Offsetting Greenhouse Gas Emissions

3:30-3:45 p.m. Refreshment Break

3:45-5:30 p.m. Concurrent Sessions

- Feasibility and Cost of Marketing Identity-Preserved Crops
- Promoting Value-Added Marketing as a Means to Sustainable Rural Development
- A New Role for Conservation in U.S. Farm Policy
- Growth of Middle-Class Consumers in Developing Nations
- Seasonal Climate Forecasts in Agriculture

5:30 p.m. Reception, Cash Bar

6:30 p.m. Forum Dinner: The U.S. and World Economic Outlook
Lawrence Chimerine



FRIDAY, FEBRUARY 22

7:00 a.m.-4:00 p.m. Registration

7:15-8:15 a.m. Continental Breakfast

8:15-10:00 a.m. Concurrent Sessions

- Grains and Oilseeds Outlook
- Consolidation and Competition in Dairy Markets
- Issues and Strategies for Rural and Community Prosperity
- The Globalization of Food Safety
- Streamlining Government for Today's Marketplace: Techniques and Stories from USDA's Commodity Re-engineering Project

10:00-10:30 a.m. Refreshment Break

10:30-12:15 p.m. Concurrent Sessions

- Producer Initiatives to Deal with Production Contracts
- Meat Sector Outlook at a Time of Uncertainty
- Future Effects of the U.S. Sugar Program
- Tracking Food Products for Quality, Safety, and Efficiency
- Cotton and Fibers Outlook

12:15-12:45 p.m. Reception, Cash Bar

12:45-2:00 p.m. Concurrent Commodity Luncheons

- Grains and Oilseeds Luncheon
- Livestock and Poultry Luncheon
- Sugar and Sweeteners Luncheon
- Cotton Luncheon
- Fruit and Vegetables Luncheon

2:15-4:00 p.m. Concurrent Sessions

- The Economic Outlook for Bio-fuels
- Protecting U.S. Consumers, Herds, and Crops from Imported Diseases and Pests
- The U.S. Horticulture Sector's Future in an Era of Globalization
- Outlook for Tobacco

4:00 p.m. Adjourn

To reserve your place at the Forum, call (202) 314-3451 or register online at: www.usda.gov/oce/waob/agforum.htm Register by January 28 for the discounted rate. To reserve a room at the Crystal Gateway Marriott Hotel, see page 9.



Preliminary Program

Wednesday, February 20-
Thursday, February 21



WEDNESDAY, FEBRUARY 20, 2002

■ 5:00 ~ 8:30 p.m.

REGISTRATION

Arlington Ballroom Foyer



THURSDAY, FEBRUARY 21, 2001

■ 7:00 ~ 11:00 a.m.

REGISTRATION

■ 7:30 ~ 8:15 a.m.

CONTINENTAL BREAKFAST

■ 8:30 a.m.

WELCOME

Deputy Secretary of Agriculture Jim Moseley

■ 8:40 ~ 9:40 a.m.

MARKET AND POLICY PROSPECTS FOR 2002

Moderator

- Deputy Secretary of Agriculture Jim Moseley

2002 Agricultural Prospects

- Keith Collins, Chief Economist, USDA

U.S. Trade and Agricultural Policy

- J. B. Penn, Under Secretary for Farm and Foreign Agricultural Services, USDA

■ 9:40 ~ 10:15 a.m.

COFFEE BREAK

■ 10:15 ~ 10:45 a.m.

KEYNOTE ADDRESS

Secretary of Agriculture Ann M. Veneman

■ 10:45 a.m. ~ 12:30 p.m.

PANEL: THE FUTURE OF AGRICULTURAL BIOTECHNOLOGY IN WORLD TRADE

Moderator

- Julian Morris, Co-Director, International Policy Network, and Research Fellow at the Institute of Economic Affairs

- Panelists to be announced

The European Perspective

A South American Perspective

An African Perspective

U.S. Diplomacy and Worldwide Biotechnology Issues

Future Prospects for Agricultural Biotechnology

■ 12:30 ~ 1:45 p.m.

NETWORKING LUNCHEON

■ 12:30 p.m.

EXHIBIT HALL OPENS

■ 1:00 ~ 1:45 p.m.

FOOD PRICE BRIEFING

The Outlook for Retail Food Prices in 2002

- Annette Clauson, Agricultural Economist, Economic Research Service, USDA

■ 1:45 ~ 3:30 p.m.

CONCURRENT SESSIONS

FARM FINANCE OUTLOOK: CHANGING FARMER-LENDER RELATIONSHIPS

Moderator

- John M. Blanchfield, Associate Director, Center for Agricultural and Rural Banking, American Bankers Association

Farm Income, Finance, and Credit Outlook for 2002

- Mitch Morehart, Senior Economist, Economic Research Service, USDA

Future Prospects for Farm Financial Conditions

- Steven Blank, Cooperative Extension Specialist, Department of Agricultural & Resource Economics, University of California at Davis

Changing Farm Lending Scene

- Randy Daughenbaugh, Assistant Director, Kansas City Region, Federal Deposit Insurance Corporation

The Market for Farmland

- Porter Martin, President, Martin, Goodrich & Associates, Inc.

U.S. FARM WOMEN: LEADERS IN RURAL PROSPERITY

Moderator

- Carolyn E. Sachs, Professor of Rural Sociology and Director of Women's Studies, The Pennsylvania State University

National Survey of Women on Farms

- Jill L. Findeis, Professor of Agricultural Economics, The Pennsylvania State University

Farm Women's Network of West Central Minnesota: Dealing with the Challenges of Agriculture

- Nancy O'leary and Jeanne Kreuger, Farm Women's Network of West Central Minnesota
- Jean Kvols and Sara Croymans, Extension Educators, University of Minnesota Extension Service

Value-added Agriculture and Entrepreneurship

- Kim Knorr-Tait, Owner/Operator, Tait Farm and Tait Farm Foods

FARM POLICY PRINCIPLES AND PROPOSALS

- Moderator and speakers to be announced

Commodity Program Principles and Proposals, a Producer's View

Commodity Program Principles and Proposals, a Hill View

Trade Program Principles and Proposals

Rural Development Principles and Proposals

COMPETING IN GLOBAL MARKETS FOR PROCESSED PRODUCTS

Moderator

- Sarah A. Fogarty, Director, International Trade, Grocery Manufacturers of America

When Are Barriers Too High and Opportunities Too Great for U.S. Companies To Export and Invest Instead in Overseas Processing?

- Leslie Sarasin, President and CEO, American Frozen Food Institute

Comment on Procurement, Processing, and Exports

- Scott Miller, Director, National and International Government Relations, The Procter & Gamble Co.

Can Small U.S. Agricultural Processing Firms Compete Globally?

- Don Nugent, CEO, Graceland Fruit Cooperative, Inc.

Can U.S. Value-added Products Compete Globally?

- Speaker to be announced

AGRICULTURE'S ROLE IN OFFSETTING GREENHOUSE GAS EMISSIONS

Moderator

- William Hohenstein, Director, Global Change Program Office, Office of the Chief Economist, USDA

Overview of Agriculture's Role in Addressing Climate Change

- Keith Paustian, Senior Research Scientist, Natural Resource Ecology Laboratory, Colorado State University

Panel: Practical Experience in Taking Actions To Offset Greenhouse Gases

- Sam Hamilton, Director, Southeast Region, U.S. Fish and Wildlife Service
- Dale Heydlauff, Senior Vice President, American Electric Power
- Randy Williams, Environmental Synergies, Inc.
- James Cummins, Mississippi Fish and Wildlife Foundation

3:30 ~ 3:45 p.m. REFRESHMENT BREAK

3:45 ~ 5:30 p.m. CONCURRENT SESSIONS

FEASIBILITY AND COST OF MARKETING IDENTITY-PRESERVED CROPS

Moderator

- Joan R. Rothenberg, Senior Program Associate, Pew Initiative on Food and Biotechnology

Producer Opportunities and Specialized Grain Markets

- Lynn Clarkson, President, Clarkson Grain Company, Inc.

IP Challenges to the Grain-handling Infrastructure

- Dave Krejci, Executive Vice President, Grain Elevator and Processing Society

Support for Quality Assurance: What We Know

- David Shipman, Associate Administrator, Grain, Inspection, Packers, and Stockyard Administration, USDA

PROMOTING VALUE-ADDED MARKETING AS A MEANS TO SUSTAINABLE RURAL DEVELOPMENT

Moderator

- Randall Torgerson, Deputy Administrator, Rural Business-Cooperative Service, USDA

New National Center for Value-Added Agriculture

- Professor Bruce Babcock and Mary Holz-Clause, Agriculture Marketing Resource Center, Iowa State University

Value-Added Marketing in Domestic and International Markets

- Richard Bell, President/CEO, Riceland Foods

New-Generation Cooperatives: Preparation Meets Opportunity

- Rodney Christianson, CEO, South Dakota Soybean Processors

Direct Marketing to Chefs in Upscale Restaurants

- Doyle Freeman, Farmer and Manager, Penn's Corner Farm Alliance

A NEW ROLE FOR CONSERVATION IN U.S. FARM POLICY

Moderator

- Deputy Secretary of Agriculture Jim Moseley

Policy Choices and Directions in Conservation

- Jeffrey A. Zinn, Senior Analyst in Natural Resource Policy, Congressional Research Service

Conservation Policy: Realistic Expectations from the Next Farm Bill

- Speaker to be announced

Conservation Operations: USDA's Challenge To Make It Work

- Mack Gray, Deputy Under Secretary for Natural Resources and Environment, USDA

Conservation on the Landscape: A Farmer's View

- Danita Rodibaugh, Rensselaer, IN, producer and member of EPA's TMDL Advisory Committee

GROWTH OF MIDDLE-CLASS CONSUMERS IN DEVELOPING NATIONS

- Moderator to be announced

Emerging Markets' Economic Growth Has Created New Middle Income Consumers

- Nariman Behraves, Chief Economist, DRI-WEFA

Can China's Economic Growth Continue?

- Kevin G. Nealer, Principal, The Scrowcroft Group

The Economic Future and Market Barriers of India

- Speaker to be announced

Mexico: Can New Leadership and Wealth Speed Economic Growth?

- Speaker to be announced

Preliminary Program

Thursday, February 21 -
Friday, February 22

SEASONAL CLIMATE FORECASTS IN AGRICULTURE

Moderator

- James Jones, Professor, University of Florida

Climate Predictions and Their Application: The IRI and its Mission

- Antonio Divino Moura, Director General, International Research Institute for Climate Prediction, Columbia University

Primer on Seasonal Climate Fluctuations

- Steve Zebiak, Director, Prediction Research, International Research Institute for Climate Prediction, Columbia University

The Use of Climate Forecasts in Agriculture: Experience in the Americas

- James Hansen, Agricultural Specialist, International Research Institute for Climate Prediction, Columbia University

Conclusions for Agricultural Practice, Policy and Development

- Reid Basher, Director, Applications, International Research Institute for Climate Prediction, Columbia University

■ 5:30 p.m.

RECEPTION AND CASH BAR

Arlington Ballroom Foyer and Exhibit Hall

■ 6:30 p.m.

FORUM DINNER

Arlington Ballroom

Moderator

- Keith Collins, Chief Economist, USDA

The U.S. and World Economic Outlook

- Lawrence Chimerine, President, Radnor International Consulting, Inc.



FRIDAY, FEBRUARY 22, 2002

■ 7:00 a.m. ~ 4:00 p.m.

REGISTRATION

Arlington Foyer Registration Desk

■ 7:15 ~ 8:15 a.m.

CONTINENTAL BREAKFAST

Arlington Ballroom Foyer and Exhibit Hall

■ 8:15 ~ 10:00 a.m.

CONCURRENT SESSIONS

GRAINS AND OILSEEDS OUTLOOK

Moderator

- Keith Menzie, Oilseeds Analyst, World Agricultural Outlook Board, Office of the Chief Economist, USDA

International Grains and Oilseeds Outlook for 2002

- Robert Riemenschneider, Director, Grains and Feed Division, Foreign Agricultural Service, USDA

Industry Perspective on the USDA Grain Outlook

- Nancy Devore, Vice President, Bellingham Commodity Trade Analysis, Inc.

Impact of China's WTO Accession on Grains and Oilseeds Trade

- Neil Conklin, Director, Marketing and Trade Economics Division, Economic Research Service, USDA

A South American Perspective on the 2002 Outlook

- Andre Pessoa, Director, Agroconsult

CONSOLIDATION AND COMPETITION IN DAIRY MARKETS

Moderator

- John R. Mengel, Chief Economist, Dairy Programs, Agricultural Marketing Service, USDA

Outlook for Milk and Dairy Products

- James Miller, Agricultural Economist, Economic Research Service, USDA

The Outlook for World Milk Powder and Protein Trade

- Robert Pettit, Manager - Americas & Caribbean, International Trade Development Group, Australian Dairy Corporation

THE GLOBALIZATION OF FOOD SAFETY

- Speakers to be announced

Emerging Issues

Safety Challenges in Industrialized Countries

Safety Challenges in Developing Countries

ISSUES AND STRATEGIES FOR RURAL AND COMMUNITY PROSPERITY

Moderator

- John C. Allen, Director, Center for Applied Rural Innovation and Professor of Rural Sociology, University of Nebraska-Lincoln

What Workers and Entrepreneurs Need To Succeed in Today's Markets

- Lionel J. Beaulieu, Director, Southern Rural Development Center, Mississippi State University

Advancing Knowledge for Community-led Development

- J. Norman Reid, Associate Deputy Administrator, Rural Development, USDA
- Cornelia Flora, Director, North Central Regional Center for Rural Development

Rural-Urban Interdependence and the Future of Agriculture

- Lorna Michael Butler, Henry A. Wallace Endowed Chair for Sustainable Agriculture, Iowa State University

Translating New Agricultural Products and Uses into Rural Economic Viability

- Carmela Bailey, National Program Leader, Plant and Animal Systems, Cooperative State Research, Extension, and Education Service, USDA



Preliminary Program

Friday, February 22

STREAMLINING GOVERNMENT FOR TODAY'S MARKETPLACE: TECHNIQUES AND STORIES FROM USDA'S COMMODITY RE-ENGINEERING PROJECT

Moderator

- Les Johnson, Director, Food Distribution Division, Food and Nutrition Service, USDA

Introduction: The Challenge of Change

Stories from the Front Line

- Howard M. Magwire, Deputy Administrator, Poultry Programs, Agricultural Marketing Service, USDA
- Jesse Majkowski, District Enforcement Operations, Food Safety and Inspection Service, USDA
- Cathie Johnson, Deputy Director, Procurement and Donation Division, Farm Service Agency, USDA
- Barry Sackin, Staff Vice President for Public Policy, American School Food Service Association

■ 10:00 ~ 10:30 a.m.

REFRESHMENT BREAK

Arlington Ballroom Foyer and Exhibit Hall

■ 10:30 a.m.~ 12:15 p.m.

CONCURRENT SESSIONS

PRODUCER INITIATIVES TO DEAL WITH PRODUCTION CONTRACTS

Moderator

- Dan Looker, Business Editor, Successful Farming Magazine

Negotiating Contracts in the Specialty Crop Industry

- John Welty, Executive Director, California Tomato Growers Association

Broiler Growers' Need for Organization in Negotiating Contracts

- Mary Clouse, Former Poultry Grower and Farm Advocate, RAFI International

Contract Bargaining for Potatoes and Other Crops

- Vernon DeLong, Executive Director, Maine Agricultural Bargaining Council

New Negotiation Efforts in the Fed Beef Industry

- Paul Hitch, President, Consolidated Beef Producers

MEAT SECTOR OUTLOOK IN A TIME OF UNCERTAINTY

- Howard Wetzel, Director, Dairy, Livestock and Poultry Division, Foreign Agricultural Service, USDA

The Outlook for Livestock and Poultry

- Ron Gustafson, Agricultural Economist, Economic Research Service, USDA

How Will Uncertain Times Affect U.S. Meat Demand?

- Kevin Bost, Meat Market Analyst, Topco, Inc.

The Outlook for U.S. Meat Trade

- Richard Fritz, Vice President, Trade Development, U.S. Meat Export Federation

FUTURE EFFECTS OF THE U.S. SUGAR PROGRAM

Moderator

- Craig Ruffalo, Manager of Information Sales, McKeany-Flavel Company, Inc.

Impact on Producer Cooperatives

- Rick Dorn, President, Rocky Mountain Sugar Growers Cooperative

Impact on Producers

- Jack Roney, Director of Economics and Policy Analysis, American Sugar Alliance

Impact on the User Industry

- Lee McConnell, Vice President of Purchasing, Blommer Chocolate Company

Impact on Consumers

- Arthur S. Jaeger, Assistant Director, Consumer Federation of America

TRACKING FOOD PRODUCTS FOR QUALITY, SAFETY, AND EFFICIENCY

Moderator

- Susan Offutt, Administrator, Economic Research Service, USDA

A Food Industry Perspective on Tracking Inventory and Ensuring Quality Attributes

- Anthony Hepton, Consultant

A Retailer's Perspective on Food Tracking and Monitoring

- Speaker to be announced

Certifiable Quality Management Systems for the U.S. Grain and Livestock Industry

- Bill Grande, Director, IP Consulting, IdentityPreserved.com

Monitoring for Safer Food Production and Distribution

- Lisa Leier-McHugh, Business Development Manager for Agriculture and Food Safety, Strategic Diagnostics, Inc.

COTTON AND FIBERS OUTLOOK

Moderator

- Jean P. Sagouspe, Los Banos, California, Cotton Producer

The U.S. and World Cotton Outlook

- Carol Skelly, Fibers Economist, World Agricultural Outlook Board, USDA

China's Cotton Trade under the WTO

- Hunter Colby, Managing Director, Cotton Economics, Globecot, Inc.

Risk Management in U.S. Cotton Production

- Keith Coble, Associate Professor, Agricultural Economics, Mississippi State University

■ 12:15 p.m.

RECEPTION AND CASH BAR

Arlington Ballroom Foyer and Exhibit Hall

■ 12:45 p.m.

CONCURRENT COMMODITY LUNCHEONS

GRAINS AND OILSEEDS LUNCHEON

Farm Policy Proposals and the Long-Term Commodity Outlook

- Abner Womack, Director, Agriculture and Food Policy Center, Texas A&M University

LIVESTOCK AND POULTRY LUNCHEON

- Speaker to be announced

SUGAR AND SWEETENERS LUNCHEON

Louisiana Cane Growers Change with the Times

- Jackie Judice, Northside Planting, New Iberia, Louisiana

COTTON AND FIBERS LUNCHEON

The Good, the Bad, and the Ugly: My 30 Years with the Cotton Farm Program

- Charles V. Cunningham, President, Cunningham and Associates

FRUIT AND VEGETABLES LUNCHEON

- Speaker to be announced

2:15 ~ 4:00 p.m. CONCURRENT SESSIONS

THE ECONOMIC OUTLOOK FOR BIO-FUELS

Moderator

- Roger Conway, Director, Office of Energy Policy and New Uses, Office of the Chief Economist, USDA

The Economics of Ethanol and Bio-Diesel Production

- Mike Brian, CEO, BBI International

Generating Electricity from Animal Waste

- John Gundlach, Manager of Bio-solids Resources, Inland Empire Utilities Agency

The Role of Public Policy and Regulation in Supporting Demand for Bio-Fuels

- Speaker to be announced

Availability and Terms for Equity and Debt Capital to Build Bio-Fuel Plants

- Jeff Kistner, Business Development Officer, Business Development Group, CoBank

PROTECTING U.S. CONSUMERS, HERDS AND CROPS FROM IMPORTED DISEASE AND PESTS

- Moderator to be announced

Options for Stronger Protective Measures against Livestock Diseases

- Joseph Anelli, Director of Emergency Programs, Veterinary Services, Animal and Plant Health Inspection Service, USDA

Options for Stronger Protective Measures against Invasive Plant Pests

- Chuck Schwalbe, Assistant Deputy Administrator, Animal and Plant Health Inspection Service, USDA

Potential Impacts and Costs of Taking Added Measures

- Speaker to be announced

THE U.S. HORTICULTURE SECTOR'S FUTURE IN AN ERA OF GLOBALIZATION

Moderator

- Tom Karst, National Editor, The Packer, Vance Publishing Corporation

Strategic Partnering—Perspective of Producer Organizations

- Michael Wootton, Vice President, Corporate Relations, Sunkist Growers

Going Global ~ One Company's Answer To Meeting the Competitive Challenge

- James Pandol, Vice President, Marketing, Pandol Brothers, Inc.

Challenges in Horticultural Trade

- Michael Stuart, President, Florida Fruit and Vegetable Association

Ensuring Long-Term Competitiveness: Differences in Strategies between the United States and the European Union

- George Smith, Executive Director, MidSummer Marketing International, United Kingdom

OUTLOOK FOR TOBACCO

Moderator

- Tom Capehart, Agricultural Economist, Economic Research Service, USDA

Tobacco Situation and Outlook

- Dan Stevens, Agricultural Economist, Farm Service Agency, USDA

The International Outlook for U.S. Tobacco

- Pete Burr, Agricultural Economist, Foreign Agricultural Service, USDA

Impact of Contracts on the Tobacco Industry

- Mike Fariss, Vice President for Leaf, Phillip Morris, Inc.

The Future of the U.S. Tobacco Program and Quota Buyout Proposals

- Mason Wiggins, Legislative Aid, Office of U.S. Senator Mitch McConnell

4:00 p.m. ADJOURN



Meeting Location and Hotel Reservations

The Forum will be held once again at the *Crystal Gateway Marriott Hotel*. Located at 1700 Jefferson Davis Highway in Arlington, Virginia, the Hotel is ½ mile from Reagan National Airport and 3½ miles from downtown Washington, D.C.

The *Crystal Gateway* is directly connected to the Crystal City station on the Blue and Yellow Lines of the Metro subway system. From the Airport take a free shuttle bus or the Metro to the Hotel. From Amtrak's Union Station, take the Red Line to Metro Center; take the Yellow line to the Crystal City station.

Hotel parking will be discounted for hotel guests and other Forum attendees.

WASHINGTON, D.C.



The Metro system provides easy access to Washington's Federal agencies and Capitol Hill as well as museums, tourist attractions and shopping districts. The *Crystal Gateway Marriott* is a Three Diamond Hotel with several restaurants and a fitness facility.

It is connected to an underground shopping mall.

To make your reservation, call (703) 920-3230. Or, print a hotel reservation form from the Forum home page, www.usda.gov/oce, complete, and mail with payment to the *Crystal Gateway Marriott Hotel*, 1700 Jefferson Davis Highway, Arlington, VA 22202.

Reserve your room immediately for the best rate and availability. A conference rate of \$149 (single or double), including current tax, is available until February 5, 2002, subject to room availability. To receive this rate, you must mention the USDA Agricultural Outlook Forum.



Informative Exhibits



Learn more about the work of USDA agencies at the Outlook Forum exhibit hall. USDA agencies produce a wealth of information vital to agribusiness. The Department has a broad mission ranging from farm programs, to food safety, to trade promotion. Agency staff will be available to explain the Department's programs, answer questions and introduce you to useful information resources online and in print.

Exhibits by three climate research organizations also will be featured. The International Research Institute for Climate Prediction of Columbia University and the Climate Prediction Center of the National Weather Service will showcase their research. And, the National Drought Mitigation Center will explain how it monitors U.S. weather conditions for droughts affecting agriculture, water supplies and fire conditions.

**For general questions about
Outlook Forum 2002,
call toll-free 877-891-2208**

USDA Invites You To Attend

Agricultural Outlook Forum 2002



**February 21-22, 2002
Arlington, Virginia**

- ◆ **New Farm Legislation**
- ◆ **Biotech Crops in World Trade**
- ◆ **Protecting Livestock and Crops**
- ◆ **Tracking Crop and Product Identity in the Food Chain**
- ◆ **2002 Commodity Prospects**
- ◆ **Competing in Global Markets**
- ◆ **Climate and Agriculture**

Put next year's economic and business outlook in focus at the U.S. Department of Agriculture's 78th Outlook Forum.

Noted speakers will discuss 2002 commodity prospects and front-burner issues ranging from farm legislation to food safety concerns. Gain new insights, gather valuable forecasts and network with experts from agriculture, business and government.

For program and registration details, access the Forum homepage, call toll-free or send an e-mail to agforum@oce.usda.gov.

Forum speeches can be downloaded after March 1.

**877-891-2208
www.usda.gov/oce**



Press and Media Information

Agricultural Communicators and Editors: Please inform your audience about the USDA Agricultural Outlook Forum. Let them know about the opportunity to attend the meeting in person or download speeches after the event.

A variety of public service announcements, drop-in advertisements and Internet links can be downloaded from:

<http://www.usda.gov/oce/waob/oc2002/press.htm>

Print and electronic journalists are welcome to cover the Forum. Register on the Forum homepage; the registration fee is waived for properly accredited journalists, except for meals. Call Martha Evans at (202) 694-5118 for press arrangements, or to have conference materials saved for you.

A staffed press room will be available on site. Plenary sessions on Feb. 21 will be lit for television, and outside crews are welcome. Audio feeds will be available at all sessions for tape recording.

Thank you for your support. Raymond Bridge, Forum Coordinator, rbridge@oce.usda.gov, (202) 720-5447.

Public Service Announcement

USDA To Hold Agricultural Outlook Forum 2002

USDA invites the public to attend the 78th Agricultural Outlook Forum, Feb. 21 and 22 in Arlington, VA. Noted speakers will discuss the latest commodity prospects and front-burner issues ranging from new farm legislation to food safety concerns. Find full program and registration details at www.usda.gov/oce or call toll free, 877-891-2208. Forum speeches can be downloaded after March 1.

Link Your Web Page to USDA's Agricultural Outlook Forum 2002



Download these buttons at:

<http://www.usda.gov/oce/waob/oc2002/press.htm>

Direct links to the Outlook Forum to:

<http://www.usda.gov/oce/waob/agforum.htm>

Thank you!



Payment of registration is required. Discount registration must be postmarked by January 28, 2002.
Cancellations must be written and received by February 14, 2002 or a billing will be made.
Substitutions will be accepted.

Complete form and send with payment to: Graduate School, USDA, 600 Maryland Avenue, S.W., Suite 280 (IH),
Washington, D.C. 20024-2520. Fax: (202) 479-6801 • Phone: (202) 314-3451

1 Conference Attendee Information *(PLEASE PRINT)*

☐ Mr. ☐ Ms. First Name _____ Middle Initial _____ Last Name _____
Preferred Badge Name _____ Title _____
Agency/Company *(Please, no acronyms)* _____
Division/Office _____
Mailing Address _____
City _____ State _____ Zip/Postal Code _____
Country _____ E-mail _____
Phone _____ Fax _____

News Media: Show affiliation and position above. Accredited? ☐ Yes ☐ No

Principal activity of your firm *(check one)*

- | | | |
|---|---|--|
| <input type="checkbox"/> 1. Farm organization/Industry association | <input type="checkbox"/> 6. Consultant/attorney | <input type="checkbox"/> 10. Government <input type="checkbox"/> USDA <input type="checkbox"/> Other |
| <input type="checkbox"/> 2. Farming | <input type="checkbox"/> 7. Finance/banking | <input type="checkbox"/> 11. Education/extension/research |
| <input type="checkbox"/> 3. Food or fiber processing/wholesale/retail | <input type="checkbox"/> 8. Futures trading/brokerage | <input type="checkbox"/> 12. Foreign government/international organization |
| <input type="checkbox"/> 4. Transportation/shipping | <input type="checkbox"/> 9. News media | <input type="checkbox"/> 13. Other (specify) _____ |
| <input type="checkbox"/> 5. Farm supply industry | | |

2 Conference Fees *(CHOOSE EITHER FULL OR PARTIAL REGISTRATION)*

FULL REGISTRATION: Includes conference materials; refreshments; networking luncheon and dinner on February 21; luncheon of your choice on February 22.

SELECT ONE LUNCHEON: ☐ Grains & Oilseeds ☐ Livestock ☐ Fruit & Vegetables ☐ \$225 postmarked by Jan. 28
☐ Cotton ☐ Sweeteners ☐ \$250 after Jan. 28

PARTIAL REGISTRATION: Includes conference materials, refreshments.
Meals are optional.

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